

2000 PM USA COMMUNITY EVENT MARKETING CALENDAR

| EVENT | DATE/TIME | PROMOTER CONTACT | CITY/STATE AND VENUE LOCATION | COST | ATTENDANCE | EVENT INVOLVEMENT |
|---|---|---|--|------|------------|---|
| ZULU LUNDI GRAS FESTIVAL/ Section 32 CONCERT Region 1 | 3/6-07 M = 10:30am-5pm T= | Gary Thornton Zulu Social Aid & Pleasure Club 732 North Broad Street New Orleans, LA 70119 504/255-5481 504/255-4868- Fax | New Orleans, LA Waldenberg Park | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 11th Year | | | | | | CONCERT |
| CALLE OCHO Section 24 Region 2 | 3/11-12 S= 12 noon - 6pm Su= | Manuel Gonzalez/Jose Marban KIWANIS CLUB OF LITTLE HAVANA 1312 SW 27TH AVE. Miami, FL 33145 305/644-8888 305/644-8693 - Fax | Miami, FL 8th St & 4th Ave | | 1,400,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 13th Year | | | | | | CONCERT |
| L.A. FIESTA BROADWAY Section 54 Region 5 | 4/30 Su= 12:15pm-6pm | Peter Bellas CEO, Sales & Marketing ALL ACCESS ENTERTAINMENT 2130 Sawtelle Blvd. #304 Los Angeles, CA 90025 310/914-0015 310/914-8310 - Fax | Los Angeles, CA Shamrock Parking Lot | | 800,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 9th Year | | | | | | CONCERT |
| 116TH STREET FESTIVAL Section 13 Region 1 | 6/10 S= 12pm-6pm | Nick Lugo, Jr. President NATIONAL HISPANIC IMPACT MARKETING 159 East 116th Street New York, NY 10028 212/348-8270 212/348-4469 - Fax | New York, NY 106th Street & Third Avenue | | 850,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 7th Year | | | | | | CONCERT |
| INDIANA BLACK EXPO/CONCERT Section 43 Region 4 | 7/14-16 F= 10am-9pm S= 10am-10pm Su= 12pm-8pm Concert: 7/15 7-11pm | Rev. C.R. William President Indiana Black Expo Inc. 3145 North Meridian Indianapolis, IN 46208 317/925-2702 317/925-6624 - Fax | Indianapolis, IN RCA Dome/Conv Ctr | | 150,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 10th Year | | | | | | CONCERT |

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| PAN AMERICAN Section 44 Region 4 | 8/13 Su= 10am-10pm Showtime: 12pm | Henry Cardenas HENRY CARDENAS AND ASSOCIATES INC. 850 W. Jackson - Suite 750 Chicago, IL 60607 312/421-5272 312/421-4878 - Fax | Chicago, IL Soldier Field | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert CONCERT |
| 14th Year | | | | | | |
| AFRICAN WORLD FESTIVAL Section 42 Region 4 | 8/18-20 F= S= Su= | Stacey Minyard Director of Education Museum of African American History 315 East Warren Avenue Detroit, MI 48201 313/494-5829 | Detroit, MI Hart Plaza | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item FESTIVAL |
| 12th Year | | | | | | |
| CHICAGO JAZZ FESTIVAL Section 32 Region 3 | 8/31-9/3 Th= 12pm-8pm F= 12pm-8pm S= 12pm-10pm Su= 12pm-10pm | Glen Ryniewski Media & Sponsorship Mktg City Hall Mayor's Office of Special Events 121 North LaSalle St. - Room 703 Chicago, IL 60602 312/744-3315 312/744-8523 - Fax | Chicago, IL | | 200,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item FESTIVAL |
| 7th Year | | | | | | |
| FIESTA BORICUA Section 44 Region 4 | 9/3 Su= Noon - 7pm | Mr. Jose Lopez PUERTO RICAN CULTURAL CTR 1671 North Claremont Avenue Chicago, IL 60647 773/342-8023 773/342-6609 - Fax | Chicago, IL | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item FESTIVAL |
| 4th Year | | | | | | |
| 14TH BRAZILIAN ST FESTIVAL Section 13 Region 1 | 9/3 S= 10am-6pm | Mr. Tom DeMatos 14TH BRAZILIAN STREET FEST 16 West 46th Street - 4th Fl. New York, NY 10036 212/382-1631 212/382-3620 - Fax | New York, NY 46th between Park Ave and Times Square | | 150,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item FESTIVAL |
| Name Generation = Unit Sales = 3rd Year | | | | | | |

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| MEMPHIS R&B REVUE Section 23 Region 2 | 9/15 F= 8pm-11:30pm | Fred Jones Summitt Management Corp 4466 Elvis Presley Blvd. - Suite 248 Memphis, TN 38116 901/398-6655 901/398-2448 - Fax | Memphis, TN Mid-South Coliseum | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 6th Year | | | | | | CONCERT |
| MOJA FESTIVAL Section 22 Region 2 | 9/22-10/1 F-Su - 11am-12am | Ms. Ellen Dressler Moryl City of Charleston Office of Cultural Affairs 133 Church Street Charleston, SC 29401 843-724-7305 843-724-7173 - Fax | Charleston, SC Bottlebank Park | | 50,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item |
| 16th Year | | | | | | FESTIVAL |
| RAICES FESTIVAL Section 24 Region 2 | 10/22 Su= 12-8pm | Danny Ramos President RAICES HISPANIC STATE FAIR OF FLORIDA INC. 445 Douglas Avenue - Ste 2005-8 Altamonte Springs, FL 32714 407/331-7019 407/772-4111 407/831-3807 - Fax | Orlando, FL Florida Fairgrounds | | 100,000 | - Display banners and signage - Conduct name generation surveys and distribute incentive item - PM Presents Concert |
| 6th Year | | | | | | CONCERT |

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